



Origin products and Geographical indications in South countries: *Some stakes and trends*

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Plan

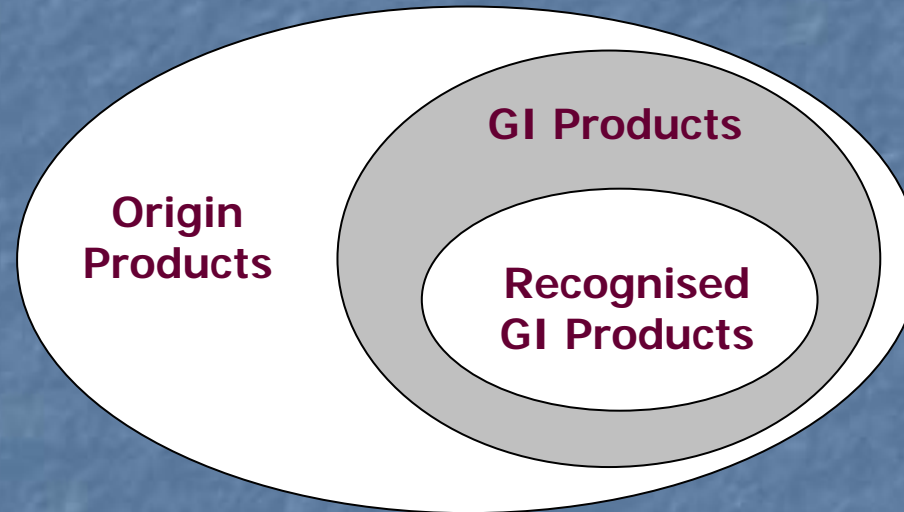
1. A few definitions
2. From Origin Products to GI: Why ?
3. GI legitimacy : Diversity of stakes and justifications
4. Three exemplary cases :
 - Tequila case (Mexico)
 - Coffee (Costa Rica)
 - Rooibos (South Africa)
5. Conclusions

Geographical Indication (GI)

- WTO / TRIPS Agreement (Art. 22.1):
- “Geographical indications are indications which **identify a good** as originating in the territory of a Member, or a region or locality in that territory, where **a given quality, reputation or other characteristic** of the good is **essentially attributable to its geographical origin.**”



Taxonomy of different types of products linked to the territory

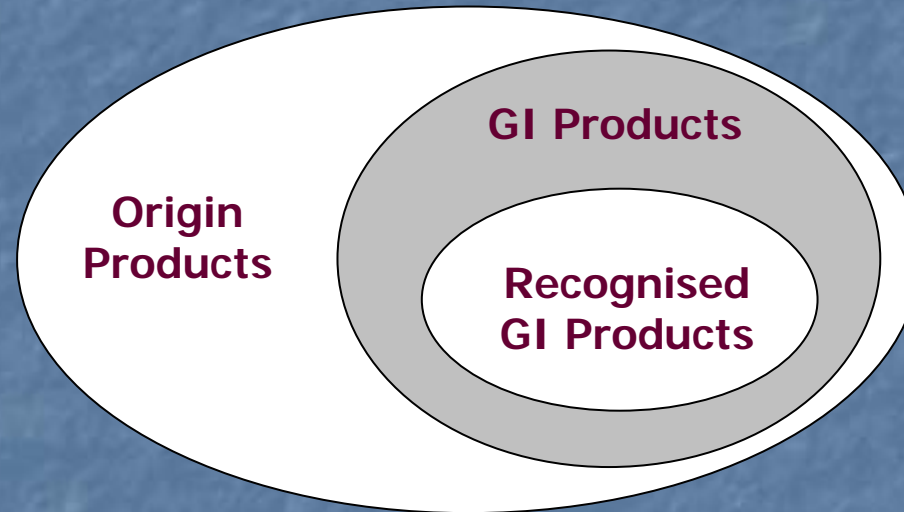


(Belletti, Marescotti 2005)

Taxonomy of different types of products linked to the territory

OP

- product specificity
- resource specificity
- history
- shared dimension



GI

- name
- label

R.GI

- protection scheme

(Belletti, Marescotti 2005)

Terroir

- 'Multifactorial system in which the plant, the human practices and the environment interact in order to produce an unique product'

(Salette et al., 1998)

- « Collective production knowledge » built through history



2. From OP to GI : Why ?

- An accelerated process of widening, recognizing and protecting GI:
 - regarding countries ...
 - regarding products ...
- *But :*
 - still a very unequal North-South balance
 - EU: 640 + 4200

'Products x Place x People' : *worldwide evidence*

- Multiplicity and anteriority of *Origin products* throughout the world : Africa, Asia, Latin America
- National markets : Origin = 'proxy' for trust
 - *Vietnam : 265 « local specialty products »*
- International markets : place may mean more than provenience.
 - *Case of Coffee : Origin = 'proxy' for aroma, non-standardized quality attribute. Premium*
- **New** : GI recognition / institutionalization



South GI recognition / protection: Why?

1. Specific economic stakes for export products
2. Present: liberalization and DE-protection process
 - WTO (2000 - 2006 deadlines)
 - « Fame without protection » = risks !
 - Frauds and usurpations
 - Intense regional names trademarking in EU-US-Jap
3. Global markets : strategic identity advantage
 - Aiming at premium specialty markets
 - Mainly export-oriented
4. Recent rural policy interest
 - by : Govts ; NGOs ; .. Communities?
5. GI does not concern all OP



GI and global South: political and institutional involvement

- DC participation in WTO GI negotiations
- Stake: reciprocity : international recognition
- WTO: « freedom of interpretation »
- Debates on additional protection :
 - not a North-South, rather a « new » vs. « old world» divide
 - *Example Basmati Rice*



3. OP and GIs Legitimacy : an overview of their diversity

- Question is not WHETHER RGIs are growing worldwide, but HOW?
- Which actors, which rules ?
- For which stakes /objectives and with which effects ?

GI stakes / justifications : E.U.

- E.U. : 4 GI justification structures
(Sylvander et al. 2005)
 1. Tool against fraud and counterfeiting
 2. Supply chain regulation
 3. Rural development
 4. Environment and ecological dimension

EU: Key success factors

- EU: Main GI competitiveness factors (Barjolle et al., 2001)
 1. Product Specificity
 - Typicality, price, taste, convenience, symbolic
 2. Coordination
 - Specifications
 - governance structure, quality management, research, lobbying ability..
 3. Market attractiveness
 4. Public support

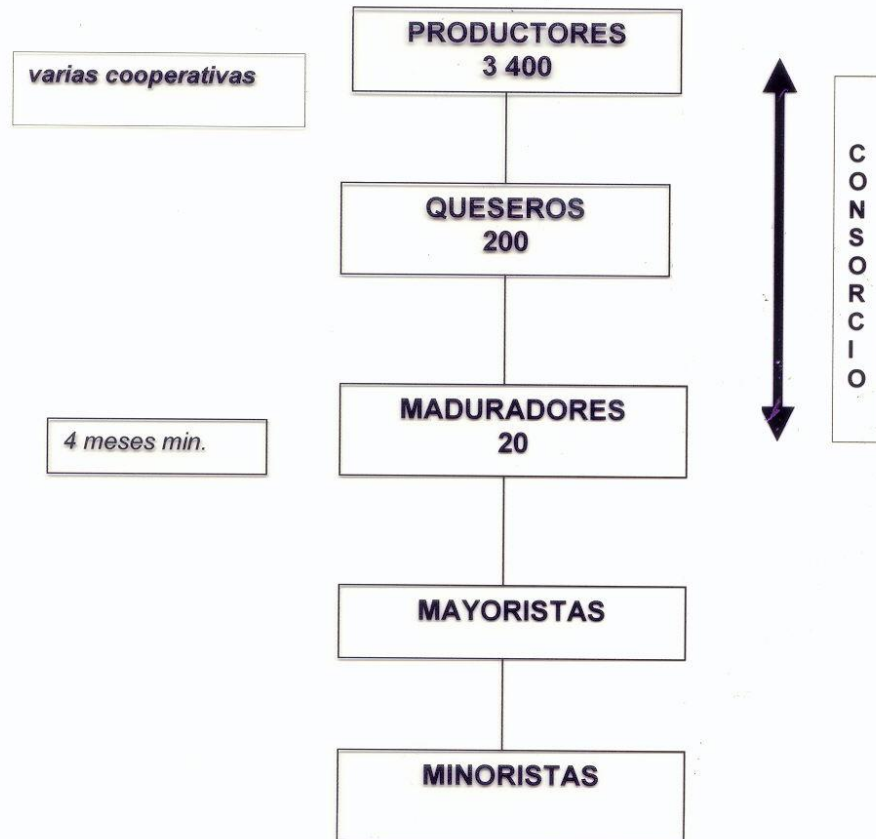
ORGANIZACION ECONOMICA DE LA CADENA
QUESO NOORD HOLLANDSE EDAMMER (HOLANDA)



APENAS UN PROCESADOR
UN MAYORISTA COMPRA 80%
PRODUCTORES POCO INVOLUCRADOS

ORGANIZACION ECONOMICA DE LA CADENA

QUESO COMTE (FRANCIA)



41 000 Tons.
EMPRESAS INDEPENDIENTES
CONSORCIO = LIDER DE LA CADENA

North – South distinctions :

- The role of producers' organisations
- Consumers' expectations
- Guarantee systems
- Role of state

4. Three exemplary cases



1. Tequila (Mexico)

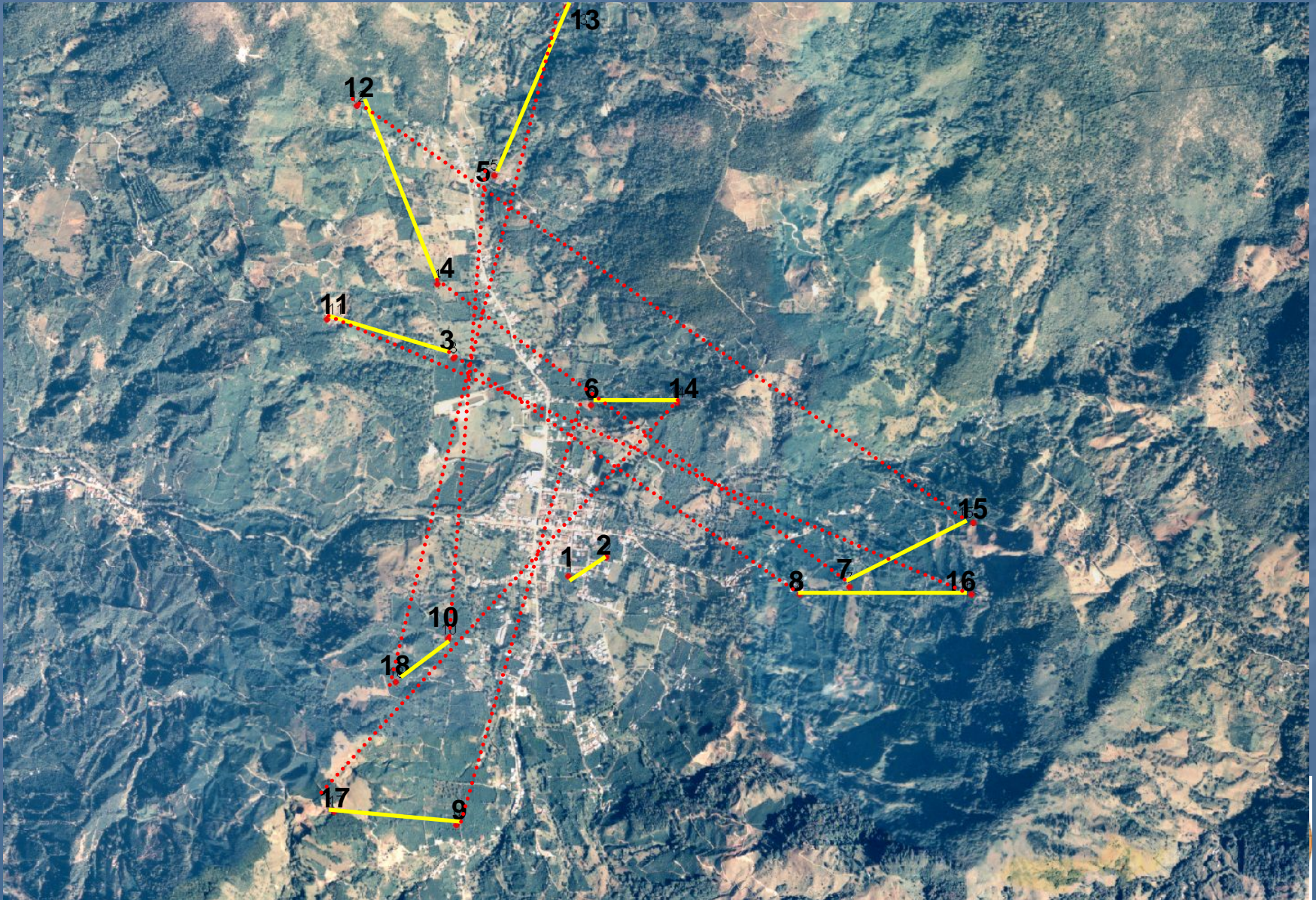
- Justification
 - Lisboa Arrangement, 1958
- Market:
 - x 8 in 20 years ; export boom
- Production Rules
 - Norm (1949), PDO (1974) and adaptations
 - Bottling still outside PDO area
- Institutions and governance
 - Consejo Regulador: downwards-driven (distillers)
 - 4 companies : 4 = 67%
 - Crisis : agave disease ; 2 scénarii

2. Coffee (Costa Rica)

- World: overproduction, price collapses, specialty premium, differentiation strategies
- R.GI: the most sustainable differentiation ?
- Costa Rica: National Rule (1950's) vs/ Free Trade Agreement
 - RGI justification : keep the premium
 - Market = export
 - Rules and institutions : 2 co-existing approaches
 - « Country GI » – cf. Colombia
 - « Terroir approach » : Dota et Orosi



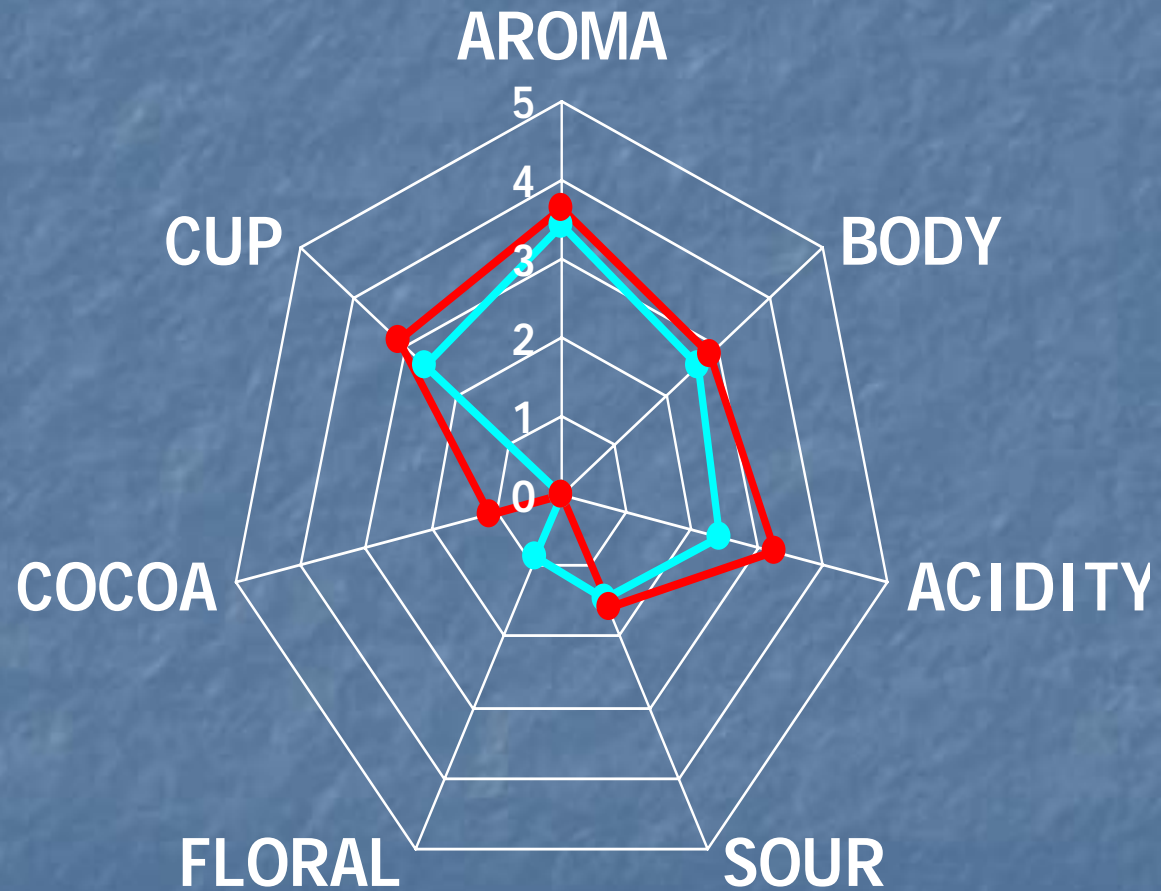
Environmental criteria for GI area delimitation in Dota



Product typicity

OROSI

DOTA



[Avelino et al, 2006]

3. *Rooibos* (South Africa)

■ Justification

- Endemic species within '*fynbos*' ecosystem
- Cancellation of Trademark (USA)

■ Market boom

- exports 60%
- 2003-2005: +120% ?

■ Structure

- 1 dominant enterprise (previously public)
- 3% small producers

■ Collective rules ?

- Depending to external and internal threats
- Undersupply / High process context

Wrapping up the 3 cases :

	Market	Rationale	Governance
Tequila	Export	Name + market exclusivity	Worldsize marketers
Coffee	Export 90%	Market premium	Interprofession, Cooperative
Rooibos	Export 60%	Usurpation	Transition process

5. Conclusions

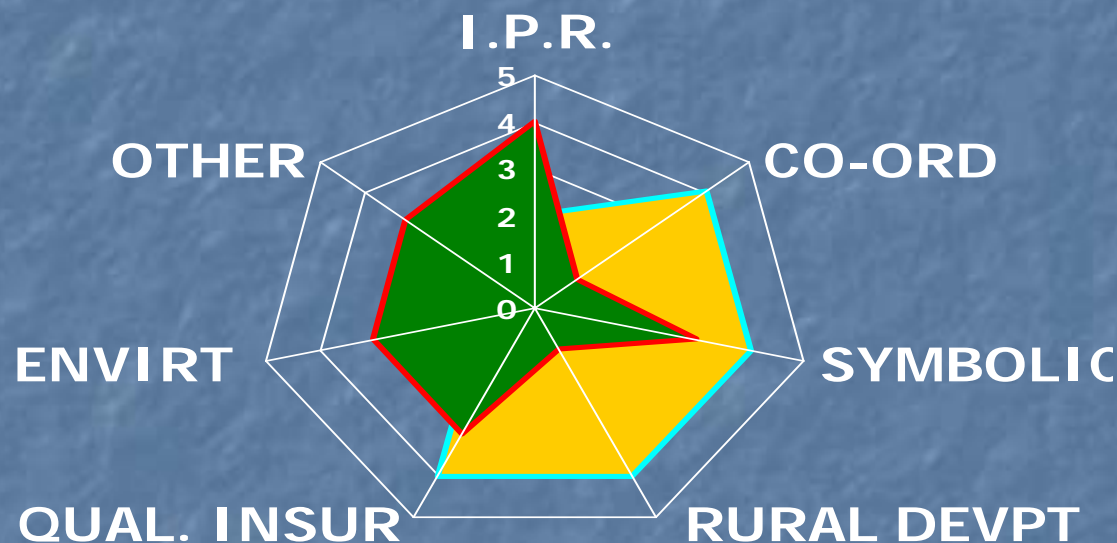
- GI stakes/ justifications in South countries:
 1. Name reservation (vs. usurpated or trademarked geographical names)
 2. Marketing tool - mainly external
 3. Biodiversity conservation tool
 4. Traditional knowledge and communities (ethics)
 5. Quality insurance
 6. Collective initiatives for rural development



GI DIMENSIONS (example)

Case A

Case B

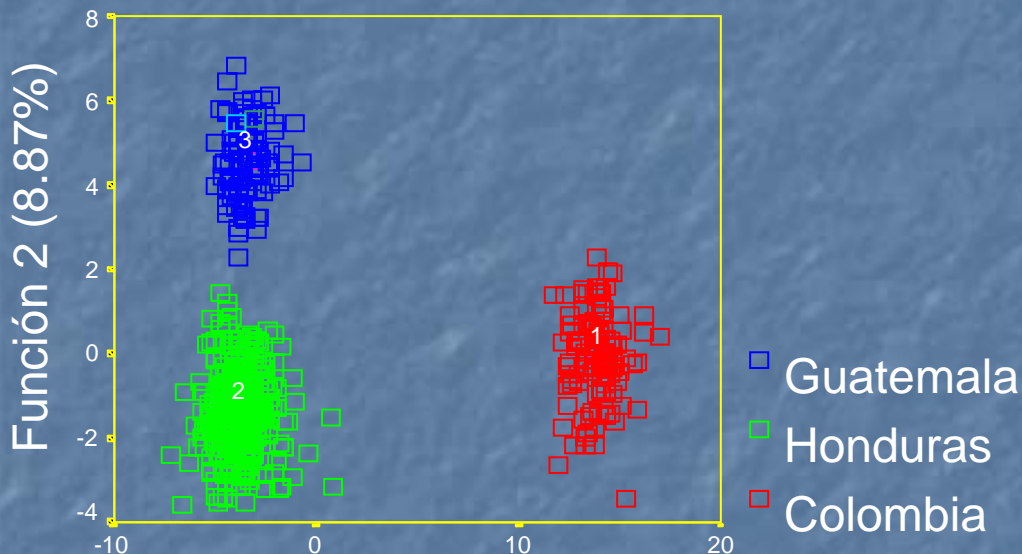


GI stakes / justifications: open questions

- IP aspect: first, but not alone ?
- Specifications ?
- Role of the state ?
 - Strong states / Weak states
 - Administrative procedures for registration
- Rural development tool ?
- Negotiation of products' symbolic value

Control mechanisms : Chemical trace

Fonctions discriminantes canoniques



Función 1 (91.12%)

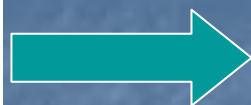
(Davrieux)

Results of classification					
N° samples	Prevision				Total
	Country	C	H	G	
	C	112	0	0	112
	H	0	320	0	320
	G	0	0	98	98
100.0% of samples correctly classified					



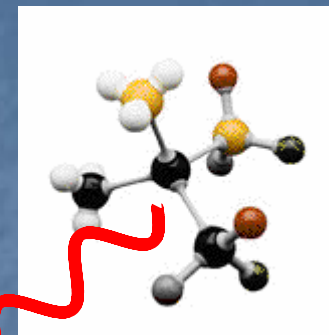


Produit



Chemical components
Ex : Caféine

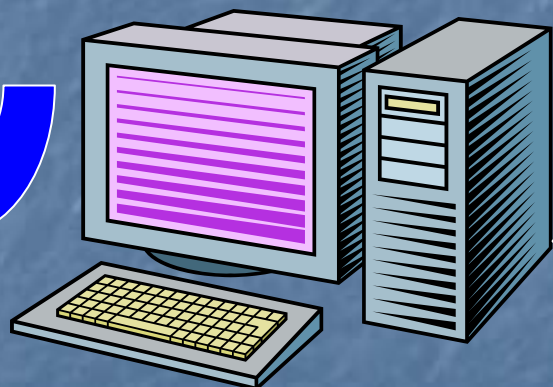
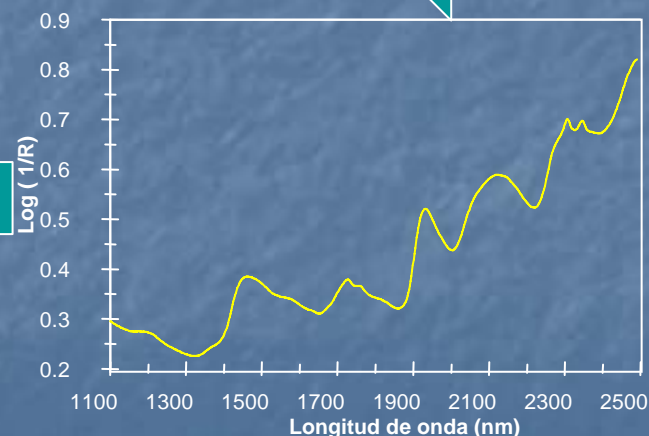
Infra red light



Absorbed
energy

Qualitative analysis
Quantitative analysis

NIRS



Comparison w/
spectral databases :
interpretations / predictions